

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Premium Partner in ITB 2014 - Release an advertisement in “**Travel Trade Journal**” (TTJ) - ITB Supplement March 2014 – Publication Charges –Release of an amount of Rs.2,90,000/- (Rupees Two Lakhs Ninety Thousand only) - Sanction - Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 351

Dated:-07-04-2014

Read the following:

1. From M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi, Dated: 23-01-2014.
2. Govt.Lr.No.669/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.12-02-2014.
3. Invoice No.SM-ITB/012/2013-14, of M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi Dt.06-03-2014.

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**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi, has requested to release (1) 2 pages special features on AP Tourism Destinations in ITB Berlin 2014, New Initiatives taken by AP Tourism. (2) Back in side cover advertisement of the supplement and (3) Logo on the cover which says “in association with” advertisement in “**Travel Trade Journal**” – ITB Supplement March 2014. Accordingly, Government have issued a work order for an amount of Rs.2,90,000/- (Rupees Two Lakhs Ninety Thousand only) for publication of the said Tourism Promotion work in the reference 2<sup>nd</sup> read above.

2. In the reference 3<sup>rd</sup> read above, M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi, has furnished a bill for an amount of Rs.2,90,000/- (Rupees Two Lakhs Ninety Thousand only) towards publication of the above said Tourism Promotion advertisement in “**Travel Trade Journal**” – ITB Supplement March 2014, and requested the Government for arranging payment.

3. The Government, after careful examination of the matter, hereby accord sanction for an amount of Rs.2,90,000/- (Rupees Two Lakhs Ninety Thousand only) towards Tourism Promotion published in “**Travel Trade Journal**” – ITB Supplement March 2014 by M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi, through on line. The details of Bank account is as follows:-

Account Name	: Sampan Media Pvt., Ltd., Shahpurjat, New Delhi
Account No	: 01962090004062
Name of the Bank	: Kotak Mahindra Bank
IFSC Code	: KKBK0000196
PAN No.	: AAOCS6573R

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. Sampan Media Pvt., Ltd., Shahpurjat, New Delhi  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**